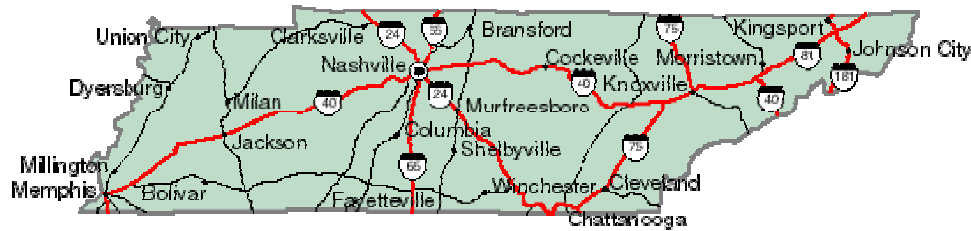


Profile of the State of Tennessee



Demographic

Population (2002)	5,797,289
Labor Force (2003)	2,909,400
Unemployment Rate (2003)	5.8%
Median Household Income (2002)	\$37,000
Per Capita Income	\$27,600
Total Square Miles	41,219

Principal Cities

Memphis	pop. 650,100
Nashville	pop. 545,524
Knoxville	pop. 173,890
Chattanooga	pop. 191,684

Climate

Tennessee has a generally mild climate, but still enjoys the beauty of four distinct seasons.

Average summer temperatures	89 F to 67.5 F
Average winter temperatures	49.4 F to 30.4 F
Average annual rainfall	49.69 inches
Average annual snowfall	5.6 inches in Memphis 16 inches in NE Tennessee

Three Grand Regions

The three stars on Tennessee's state flag represent the three glorious regions in our beautiful state.

West Tennessee – Enlivened by river towns and gracious Southern hospitality, West Tennessee is also host to the second most visited home in the United States, Graceland, home to Elvis Presley, the King of Rock 'n Roll.

Middle Tennessee – Holds the thriving state capital, along with horse farms and picturesque rural communities. Also home to the longest running radio show in the world, the Grand Ole Opry and the NFL's Tennessee Titans and NHL's Predators.

East Tennessee – Offers an Appalachian holiday with spectacular mountains and homefolk as colorful as autumn leaves in the Smokies. Headlined by two internationally known aquariums and the Bristol Motor Speedway.

Top Five Industries by Employment (Nonfarm)

Travel & Tourism	177,100
Administrative & Support Services	156,600
Food Services & Drinking Places	119,500
Professional & Technical Services	97,900
Ambulatory Health Care Services	85,400

Major Airports

West Tennessee

Memphis International Airport

(AirTran, American, American Eagle, Comair, Continental Express, Delta, KLM Royal Dutch Airlines, Northwest, Northwest Airlink, Trans World Express, US Airways, United)

McKellar-Sipes Regional Airport (Jackson)

(Northwest Airlink)

Middle Tennessee

Nashville International Airport

(Air Canada, American, American Eagle, Comair, Continental, Corporate Airlines, Delta, Delta Express, Northwest, Skyway, Southwest, TWA, United, United Express, US Airways, US Airways Express)

East Tennessee

McGhee Tyson Airport (Knoxville)

(AirTran, American Eagle, Comair-Delta Connection, Continental Express, Delta, Northwest, Northwest Airlink, TWA, US Airways, US Airways Express, United, United Express)

Chattanooga Metropolitan Airport

(ASA-Delta Connection, Comair-Delta Connection, Northwest Airlink, US Airways, US Airways Express, United Express)

Tri-Cities Regional Airport, TN-VA (Blountville)

(Atlantic Southeast Airlines, Comair, US Airways, United Express)

Tennessee's Rank Among Top States in Visitors (millions)

1. California	123.892
2. Florida	90.325
3. Texas	81.917
4. Pennsylvania	62.517
5. New York	61.066
6. North Carolina	49.291
7. Georgia	48.017
8. Virginia	45.904
9. Ohio	45.671
10. Illinois	44.947
11. Nevada	43.191
12. Tennessee	42.754

Top Ten States of Origin for Visitors to Tennessee (millions)

1. Tennessee	9.6
2. Georgia	4.3
3. Alabama	3.4
4. Kentucky	2.6
5. North Carolina	2.3
6. Florida	2.2
7. Mississippi	2.0
8. Indiana	1.8
9. Texas	1.8
10. Illinois	1.7

In 2003, almost 43 million person-trips were taken to and through Tennessee.

Travel Impact in Top Five Counties

1. Davidson County	\$3 B Exp.	56,700 Jobs
2. Shelby County	\$2.4 B Exp.	50,700 Jobs
3. Sevier County	\$1.1 B Exp.	17,700 Jobs
4. Knox County	\$599 M Exp.	9,000 Jobs
5. Hamilton County	\$563 M Exp.	7,400 Jobs

Total Economic Impact Statewide \$10.8 Billion
Total Jobs Statewide 177,100

Top Ten Attractions

1. Dollywood (Pigeon Forge)	2,200,000
2. Ripley's Aquarium of the Smokies (Gatlinburg)	1,730,000
3. Bristol Motor Speedway (Bristol)	1,098,000
4. Ober Gatlinburg (Gatlinburg)	920,876
5. Tennessee Aquarium (Chattanooga)	887,000
6. Memphis Zoo (Memphis)	784,317
7. Casey Jones Village (Jackson)	750,000
8. Golf & Games Family Park (Memphis)	750,000
9. Graceland (Memphis)	581,804
10. Grand Ole Opry House & Opry Museum (Nashville)	560,000

Top National Battlefields, Parks & Recreation Areas

1. Great Smoky Mountains National Park	9,366,845
2. Cherokee National Forest	2,500,000
3. Land Between the Lakes	1,748,079
4. Cumberland Gap National Historic Park	987,780
5. Fort Donelson National Military	742,107
6. Shiloh National Military Park	553,276
7. Big South Fork NRR	514,833
8. Stones River National Battlefield	192,918
9. Chickamauga – Chattanooga National Military Park (Point Park)	101,226

Top Five Regional Events by Attendance

East Tennessee

1. Dollywood Smoky Mountain Christmas	22,000,000
2. Smoky Mountain Winterfest	6,000,000
3. Smoky Mountain Harvest Festival	6,000,000
4. Springfest, Sevierville/Gatlinburg/Pigeon Forge	1,000,000
5. Dollywood's Kidsfest	750,000

Middle Tennessee

1. Gaylord Opryland's A Country Christmas	1,000,000
2. Wilson County Fair, Lebanon	426,000
3. Tennessee Walking Horse Celebration	240,000
4. Tennessee State Fair	225,000
5. Franklin Main Street Festival	160,000

West Tennessee

1. Memphis in May International Festival	226,000
2. WONDERS: Memphis International Cultural Series	180,000
3. FedEx St. Jude Classic – Memphis	130,000
4. West Tennessee Strawberry Festival – Humboldt	100,000
5. Paris Fish Fry	80,000

Additional Tourism Contacts

For additional information regarding:

Tourism Research www.tntourism.com
Travel within Tennessee www.tnvacation.com or 800-462-8366
Tennessee Tourism News Bureau

www.tenntravelnews.com

Regional Marketing Public Relations Managers:

East Tennessee: Nicky Reynolds @ 865-777-4685

Nicky.reynolds@state.tn.us

Middle Tennessee: Derrick Smith @ 615-741-9049

Derrick.smith@state.tn.us

West Tennessee: Marty Marbry @ 731-426-0888

martv.marbry@state.tn.us

Sources:

- *The Economic Impact of Tourism on Tennessee Counties, 2003 prepared by the Travel Industry of America (TIA)*
- *Tennessee Department of Tourist Development's Annual Report and Marketing Plan 2004-2005*
- *Tennessee Travel Barometer, 2003 prepared by TIA*
- *2002 Census of Population and Housing, U.S. Bureau of the Census*